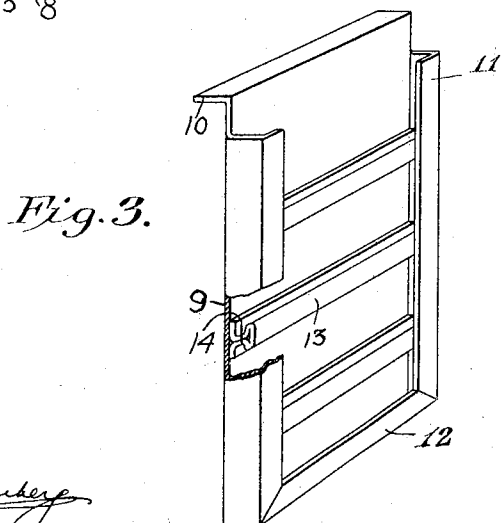
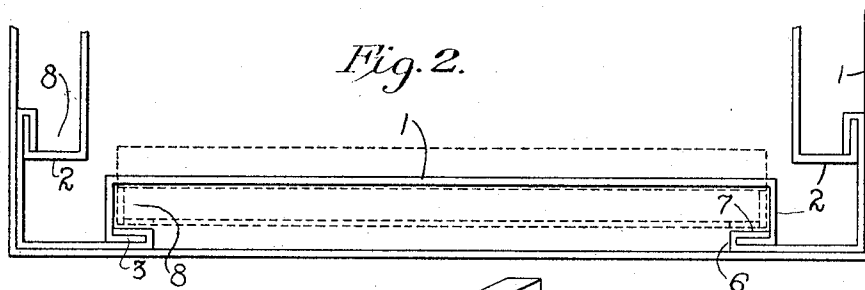
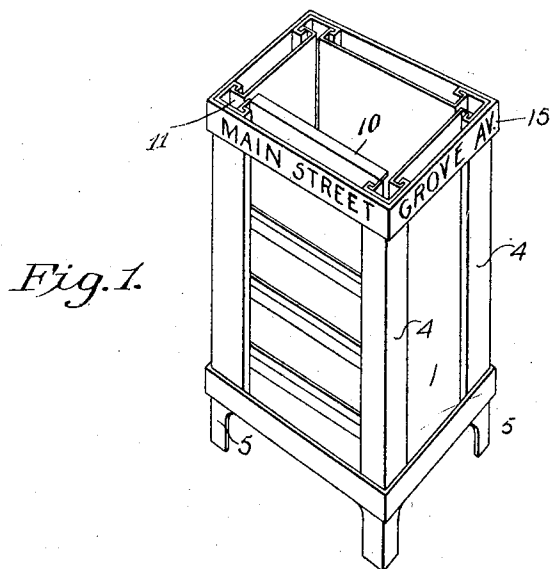


J. Z. HANSON.
ADVERTISING DEVICE.
APPLICATION FILED JUNE 5, 1919.

1,327,552.

Patented Jan. 6, 1920.



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UNITED STATES PATENT OFFICE.

JOHN ZACIOUS HANSON, OF FORT WORTH, TEXAS.

ADVERTISING DEVICE.

1,327,552.

Specification of Letters Patent.

Patented Jan. 6, 1920.

Application filed June 5, 1919. Serial No. 301,980.

To all whom it may concern:

Be it known that I, JOHN Z. HANSON, a citizen of the United States, and a resident of Fort Worth, in the county of Tarrant and State of Texas, have invented a new and Improved Advertising Device, of which the following is a full, clear, and exact description.

This invention relates to an advertising device which may be placed on street corners and may incorporate certain elements of construction whereby the same might be adapted to various forms of advertising as well as to uses independent of its use as a device for advertising.

Another object of this invention is the provision of an advertising device which shall be capable of serving as a waste receptacle and shall not occupy more space than is employed at the present time for receptacles of this nature although the same incorporates conspicuous advertising.

A further object of this invention is the provision of a removable advertising holder.

Another object of the invention is to provide a holder which may have advertising displayed on both sides of it and which holder may be reversed so as to present either side.

A still further object of the invention is the provision of a holder for an advertisement, which holder may be capable of being adjusted so as to accommodate itself to various sizes of placards which might be applied to the same.

A final object of the invention is to provide a device of the aforementioned nature in which the individual advertisements may be removably held by the advertising holder and readily removed therefrom and replaced.

Having these objects in view reference is had to the accompanying drawings which illustrate one practical embodiment of my invention, and in which—

Figure 1 is an elevational view of my device;

Fig. 2 is an enlarged detail plan view of my device illustrated in Fig. 1; and

Fig. 3 is a perspective view, partly broken away, of my removable advertising holder, the broken away portion disclosing the individually-adjustable advertising holders which are carried thereby.

In these various views, like reference numerals designate similar parts, and the

reference numeral 1 indicates the side walls of the advertising device which inclose a space between them adapted to serve as a receptacle for waste material. The longitudinal side edges of the walls 1 are bent outwardly at right angles to the main portions of the walls 1, as indicated by the reference numeral 2, and then inwardly at right angles to the outwardly-bent portions 2 and parallel to the body portion of the side walls 1, as indicated by the reference numeral 3.

Corner posts 4, having their lower ends terminating in supporting legs 5, serve to join the side walls together by having their longitudinal side edges bent inwardly at right angles to the faces of the corner posts 4, as indicated by the reference numeral 6, and, subsequently, again inwardly, as indicated at 7, parallel to the face of the corner posts 4.

As will be noted, the inwardly bent longitudinal edges of the corner posts envelop and retain the inwardly-bent edges of the side walls 1, and a space, such as 8, is provided for between the outer face of the inwardly-bent edges of the corner posts and the outer face of the side wall 1, for a purpose hereinafter more fully specified.

The advertisement holder, including a plate 9 having its uppermost edge bent outwardly, as indicated by the reference numeral 10, side edges 11 and lowermost edge 12 bent inwardly and spaced from the face of the plate 9, is adapted to have its longitudinal side edges projecting into the space 8. A series of individually adjustable advertisement holders are mounted upon the plate 9 and retained in applied position by means of having their outer ends engaging within the guideways formed by means of the side edges 11 of such plate. These individually-adjustable holders preferably include a single sheet of material which is bent so as to be rail shape in cross section, as indicated by the reference numeral 13, it being noted that by virtue of such rail-shaped form, spaces, such as 14, are formed, for a purpose hereinafter specified.

In practice it will now be seen that individual advertisements may be inserted between the individually-adjustable advertisement holders 13, and the side edges of such advertisements may be retained in applied position by virtue of their projecting into the spaces 14. As will be readily apparent,

advertisements of any width may be retained in proper position by virtue of the fact that the individual holders are adjustable independently of one another, so that
 5 for smaller advertising strips a greater number of these holders might be applied to the plate 9; and if larger advertising strips were desired, some of these holders might be removed.

10 Should it be desired to display a single advertisement on the plate 9, it will be readily apparent that this may be accomplished by withdrawing the plate, by means of the outwardly-bent upper edge 10 of the same,
 15 from the space serving as a guide, reversing the advertisement holder and reinserting the same so that the plain face of the plate 9 would be presented to view, and then a poster of any suitable size may be applied to
 20 the space.

It will be appreciated that I may construct this device of any suitable material, but I preferably form the same of sheet metal. Also, besides its utility of serving as
 25 a receptacle for waste materials and as an advertising device, the same can be readily adapted for use as a street indicator, by means of applying strips, such as indicated by the reference numeral 15, between the
 30 upper ends of the corner posts 4, the names of the streets being printed on such strips in the usual manner.

It is to be understood that any number of modifications of construction may be re-
 35 sorted to without in the least departing from the scope of this invention.

Having thus described my invention, I desire to claim:

1. An advertising device, including a re-
 40 ceptacle, advertisement holders removably secured to the sides of such receptacle, each advertisement holder including a single sheet of material having its lower and longitudinal side edges bent inwardly and
 45 spaced from its body portion, and individu-

ally-adjustable advertisement holders applied to said holder and having their outermost ends projecting between the inturned longitudinal edges and body portion of the sheet of material forming the holder. 50

2. An advertising device, including a receptacle, advertisement holders removably secured to the sides of such receptacle, each advertisement holder including a single sheet of material having its lower and longitudinal side edges bent inwardly and spaced from its body portion, its upper edge being bent outwardly so as to form a hand grip, and individually-adjustable advertisement holders applied to such holder and having
 60 their outermost ends projecting between the inturned longitudinal edges and body portion of the sheet of material forming the holder.

3. An advertising device, including a receptacle, advertisement holders removably secured to the sides of such receptacle, said advertisement holders including a single sheet of material having its lower and longitudinal side edges bent inwardly and spaced from its body portion, and individually-adjustable holders applied to said holder, said holders comprising a rail-shaped sheet of material and having their outermost ends projecting between the inwardly-bent longitudinal edges of the holder and the body portion thereof. 75

4. An advertising device, including a receptacle comprising side walls having their longitudinal edges bent inwardly and spaced from the body portion of said side walls, corner posts, securing such side walls together, having their longitudinal edges bent inwardly and spaced from their body portions and enveloping the inwardly bent edges of the side walls whereby to retain them in position, and removable advertisement holders applied to such side walls. 85

JOHN ZACIOUS HANSON.